MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/ 2017

BMK3874 – GLOBAL MARKETING
(DISTANCE EDUCATION)

28 FEBRUARY 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Describe the difference between ethnocentric, polycentric, regiocentric, and geocentric management orientations. Illustrate with appropriate examples.

(Total 20 marks)

QUESTION 2

Hofstede's social value typology helps global marketers to understand cultures and can overcome the unconscious tendency for perceptual blockage and distortion. Discuss major dimensions of Hofstede's social values typology and how can Hofstede's cultural typologies help Western marketers better understand Asian culture.

(Total 20 marks)

QUESTION 3

Discuss how Maslow's needs hierarchy helps global marketers understand the benefits sought by buyers in different parts of the world.

(Total 20 marks)

QUESTION 4

Discuss the basic factors that affect price in a successful global marketing pricing strategy and describe what considerations are needed for pricing decisions.

(Total 20 marks)

QUESTION 5

Discuss publicity and public relations. Identify global companies that have recently been impacted by negative publicity.

(Total 20 marks)

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